Environmental Business Development Office

Focus

The Environmental Program Business Development Office (Department 6130) supports Sandia's Environmental program in a number of ways. The Office (1) pursues environmental business opportunities and develops potential customers, (2) helps meet technology needs of existing customers, (3) ensures continual communication among environmental program personnel in New Mexico and California, (4) coordinates similar programmatic efforts with the Nuclear Waste Program, administers program development funding for environmental programs, (5) supports the environmental program manager, and (6) develops marketing communications for the program. The office, furthermore, develops and maintains informatory Web sites on environmental programs sponsored by various governmental agencies and on Sandia's environmental programs. This information on the Web can be accessed through:
http://www.csu821.sandia.gov/organization/div6000/ctr6100/dept6130.html

Environmental Program Marketing Activities

Some results of the marketing materials development activity are a variety of information products. These include an Environmental Program brochure that contains a general description of the program together with examples of projects demonstrating capabilities at Sandia, which can be brought to bear on environmental problems. The brochure is used in conjunction with a folder and a variety of one-page descriptions of projects and capabilities. These "one-pagers" share a common format and color scheme with other marketing materials for the Program.

One of the marketing activities organized by the Business Development Office is distribution of information materials at national meetings. We take a display panel and information to 4 or 5 meetings each year in order to develop contacts in government agencies and industry, which are potential customers or partners for the technologies we are developing or for moving in new directions. The picture provides a view of what the display looked like at a recent meeting.